

# Impact of the COVID-19 Pandemic on Companies and Organizations in the Québec Performing Arts Sector

## About the survey

Your organization has been selected to participate in the *Survey on the Impact of the COVID-19 Pandemic on Companies and Organizations in the Québec Performing Arts Sector*, conducted by the Observatoire de la culture et des communications of the Institut de la statistique du Québec (Statistique Québec), at the request of the Ministère de la Culture et des Communications (MCCQ), the Conseil des arts et des lettres du Québec (CALQ) and the Société de développement des entreprises culturelles (SODEC).

This survey targets businesses and non-profit organizations headquartered in Québec and operating in the performing arts sector. The artistic disciplines it covers are circus arts, multidisciplinary arts, music and song, dance, comedy and variety shows, literary and storytelling performances, and theatre.

## Confidentiality

Statistique Québec guarantees the confidentiality of the data provided by your company or organization in this survey. For quality and training purposes, telephone conversations with Statistique Québec agents, if any, are recorded. However, if you do not want your conversation to be recorded, simply notify the agent at the beginning of the call.

## Assistance

If you have any questions or if you need assistance, please contact Statistique Québec by telephone (toll-free) at 1-800-561-0213 or by e-mail at [collecte@stat.gouv.qc.ca](mailto:collecte@stat.gouv.qc.ca).

## Mandatory participation

Your company or organization has been selected to participate in this survey. Given the importance of the results, your company or organization's participation is mandatory in accordance with the *Act respecting the Institut de la statistique du Québec* (CQLR, chapter I-13.011).

## Instructions

- ▶ You must complete the online questionnaire by following the instructions in the letter or e-mail you received. **Do not mail the questionnaire back to us.** If you do not have access to the Internet, an agent from Statistique Québec will contact you so that you can answer the questionnaire over the phone.
- ▶ Most of the questions in this survey cover the period from March 13, 2020 (the start of the first lockdown in Québec) to February 7, 2022 (the reopening of performance halls). However, for the purposes of comparison, some questions may cover an earlier period.

## Definitions

The definitions below refer to the terms in the questionnaire marked with an asterisk (\*).

### **Structural change**

A change whose effects are significant and impact other activities.

### **Private support**

Donations, sponsorships, revenues from fundraising campaigns, funds received from foundations or private organizations.

### **Government support**

Public subsidies (financial assistance agreements that are part of a standardized program), tax credits, grants from local or municipal governments.

### **Mobile application**

Program downloadable for free or for a fee from a cell phone or tablet.

### **Ticket refund donation**

To support the sector during the pandemic, ticket holders for cancelled performances could opt to donate their refund back to the organization.

### **Sales revenue**

The sum of a company's sales and services during a given period.

### **Creative (activity)**

Creative work in the performing arts sector such as show idea generation, writing and development, research, creation labs, co-creation and residencies.

### **Performance**

The presentation of creative works or performing arts for an audience in a venue, an extramural location or online.

### **Pre-recorded**

The presentation of a recording of performing arts shows or activities on television, a website, or a mobile app, but which is not live.

### **Live**

The simultaneous presentation of a recording of performing arts shows or activities on television, a website, or a mobile app.

### **Online**

Activities or shows presented on a website, a mobile app, or any other digital platform.

### **Reserve fund**

Funds set aside for a project or to cover unexpected expenses.

### **Extramural**

Activities or performances presented outside the usual venues (performance halls), such as a municipal park, school, shopping centre or street.

### **Interdisciplinary**

Interdisciplinary arts combine and/or transfer the approaches of different artistic disciplines, that can bring together the performing arts (e.g. theatre, dance or music) or cross those disciplines with other sectors such as the visual arts, media arts, or literary arts. They can also consist in new technical or scientific experiments.

### **Young audience**

Preschool, elementary or high school audience under the age of 18.

### **Cultural mediation**

Cultural mediation refers to cultural action strategies focused on exchanges and contacts between citizens and the cultural and artistic communities. Its ultimate goal is to make everyone a cultural actor.

### **Organization**

Québec performing arts business or non-profit organization.

### **Production**

In the performing arts sector, this is a process that makes an original work available to the public. The producing organization is responsible for its artistic direction and assumes the cost of developing, rehearsing and performing shows.

### **Head office**

An organization's main establishment where the legal, administrative and management activities are concentrated.

### **Crowdfunding**

A way to raise funds by collecting small individual contributions from the public through online platforms like GoFundMe, La Ruche de Québec or Kickstarter.

## Section 1 Impact of the pandemic on creative\* activities

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**1 Before the pandemic, did your organization engage in creative activities in the performing arts sector?**

Yes

No

**2 During the pandemic, did your organization engage in creative activities in the performing arts sector?**

Yes

No → Go to question 5.

**3 What impact (other than financial) has the pandemic had on your creative activities?**

	All activities were cancelled	Some activities were cancelled, delayed or postponed	Activities increased	No change	Does not apply
a) Idea generation, writing and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Research or exploratory activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Creation labs or co-creation activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Residencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Other creative activities: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4 Which of the following strategies did you implement to adapt your creative activities for the pandemic?**

	Yes	No
a) Modified the creative*, production* and performance* cycles	<input type="checkbox"/>	<input type="checkbox"/>
b) Increased focus on research, writing and development	<input type="checkbox"/>	<input type="checkbox"/>
c) Targeted show idea generation and development on venues other than performance halls or theatres	<input type="checkbox"/>	<input type="checkbox"/>
d) Moved creative or co-creation activities online*	<input type="checkbox"/>	<input type="checkbox"/>
e) Maintained residency, but adapted it to COVID-19 restrictions	<input type="checkbox"/>	<input type="checkbox"/>
f) Postponed residency	<input type="checkbox"/>	<input type="checkbox"/>
g) Focused work on resuming existing shows	<input type="checkbox"/>	<input type="checkbox"/>
h) Temporarily halted creative activities	<input type="checkbox"/>	<input type="checkbox"/>
i) Permanently halted creative activities	<input type="checkbox"/>	<input type="checkbox"/>
j) Other strategies _____	<input type="checkbox"/>	<input type="checkbox"/>

## Section 2 Impact of the pandemic on production\* activities

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**5 Before the pandemic, did your organization engage in production activities in the performing arts sector?**

Yes

No

**6 During the pandemic, did your organization engage in production activities in the performing arts sector?**

Yes

No → Go to question 9.

**7 What impact has the pandemic had on your production activities?**

	All activities were cancelled	Some activities were cancelled, delayed or postponed	Activities increased	No change	Does not apply
a) Production of shows (at venues)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Acts or excerpts from shows (at venues)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Online shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Spontaneous performances in public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Art walks or outdoor performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Other production activities _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8 Which of the following strategies did you implement to adapt your production activities for the pandemic?**

	Yes	No
a) Increased social media presence	<input type="checkbox"/>	<input type="checkbox"/>
b) Produced shows for live* streaming	<input type="checkbox"/>	<input type="checkbox"/>
c) Produced shows for pre-recorded* streaming	<input type="checkbox"/>	<input type="checkbox"/>
d) Modified staging to respect physical distancing	<input type="checkbox"/>	<input type="checkbox"/>
e) Adapted shows for new venues that allow physical distancing between audience members	<input type="checkbox"/>	<input type="checkbox"/>
f) Offered cultural awareness and mediation activities* to temporarily replace show production	<input type="checkbox"/>	<input type="checkbox"/>
g) Refocused activities on promotional development	<input type="checkbox"/>	<input type="checkbox"/>
h) Production activities were temporarily halted	<input type="checkbox"/>	<input type="checkbox"/>
i) Production activities have stopped permanently	<input type="checkbox"/>	<input type="checkbox"/>
j) Other strategies _____	<input type="checkbox"/>	<input type="checkbox"/>

## Section 3 Impact of the pandemic on performance\* activities

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**9 Before the pandemic, did your organization stage performances in the performing arts sector?**

Yes

No

**10 During the pandemic, did your organization present performing arts shows in a venue, at an extramural\* location or online?**

Yes

No → Go to question 14

**11 What impact has the pandemic had on your performance activities?**

	All activities were cancelled	Some activities were cancelled, delayed or postponed	Activities increased	No change	Does not apply
a) Venue performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Extramural performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Acts or excerpts from shows (at venues or extramural)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Online shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Spontaneous performances in public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Art or performance walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Other performance activities _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12 Which of the following strategies did you implement to adapt your performance activities for the pandemic?**

	Yes	No
a) Focused activities on promotional development to maintain or re-establish contact with audiences	<input type="checkbox"/>	<input type="checkbox"/>
b) Increased social media presence	<input type="checkbox"/>	<input type="checkbox"/>
c) Streamed live performances online (free or paid)	<input type="checkbox"/>	<input type="checkbox"/>
d) Streamed pre-recorded performances online (free or paid)	<input type="checkbox"/>	<input type="checkbox"/>
e) Offered physically distanced performances with redesigned sites and spaces	<input type="checkbox"/>	<input type="checkbox"/>
f) Offered performances outside of usual performance space	<input type="checkbox"/>	<input type="checkbox"/>
g) Offered cultural awareness and mediation activities to temporarily replace performances	<input type="checkbox"/>	<input type="checkbox"/>
h) Created initiatives for target groups (e.g. healthcare workers, prison, community, school or daycare groups, or seniors' residences)	<input type="checkbox"/>	<input type="checkbox"/>
i) Performance activities were temporarily halted	<input type="checkbox"/>	<input type="checkbox"/>
j) Performance activities have stopped permanently	<input type="checkbox"/>	<input type="checkbox"/>
k) Other strategies _____	<input type="checkbox"/>	<input type="checkbox"/>

**13 During the pandemic, which of the following strategies did you implement to encourage audiences to return to your venue?**

	Yes	No	Does not apply
a) Communicated regularly with audiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Relaxed refund policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Guaranteed compliance with pandemic restrictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Reduced ticket prices or offered free tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Offered corporate tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Other strategies _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 4 Extramural\* activities

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**14 Has the pandemic given you the opportunity to carry out extramural activities, i.e. activities outside the usual venues (performance halls)?**

- Yes
- No → Go to question 17

**15 Did you carry out any extramural activities before or during the pandemic at the following locations?**

	Yes, before the pandemic	Yes, during the pandemic	No
a) Natural settings (e.g. parks, river banks, beaches or gardens)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Balconies or rooftops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) School or daycare yards (childcare services, childcare centres or elementary schools)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Parking lots or vacant lots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Courtyards (e.g. churches or concert halls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Streets, alleys or public squares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Art or performance walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Virtually (podcast, online shows or activities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Televised performances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Other locations _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16 During the pandemic, do you think your extramural activities helped you reach new audiences?**

- Yes
- No
- Do not know

## Section 5 Online shows or activities

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

### 17 Has the pandemic given you a new opportunity to offer online shows or activities?

- Yes
- No → Go to question 21

### 18 Do you think these new online shows or activities:

	Yes	No	Do not know
a) have been beneficial for your organization?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) have helped you reach new audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) allowed you to stay in touch with existing customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) will be maintained after the pandemic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 19 From now on, will your organization opt for hybrid online and in-person performances?

- Yes, but on a temporary basis until normal activities resume
- Yes, it will be permanently added to our performance offering
- Yes, since we already offered hybrid performances before the pandemic
- No
- Does not apply, no hybrid performances
- Do not know

→ If you answered “No,” answer question 20. Otherwise, go to question 21.

### 20 Why did you not opt for hybrid online and in-person performances?

	Yes	No
a) By choice, we prefer to focus on live performances and contact with the public	<input type="checkbox"/>	<input type="checkbox"/>
b) By choice, we prefer to focus on online performances	<input type="checkbox"/>	<input type="checkbox"/>
c) Lack of financial resources	<input type="checkbox"/>	<input type="checkbox"/>
d) Lack of human resources or expertise	<input type="checkbox"/>	<input type="checkbox"/>
e) Too complex to implement	<input type="checkbox"/>	<input type="checkbox"/>
f) Lack of time	<input type="checkbox"/>	<input type="checkbox"/>
g) It's not part of our mission	<input type="checkbox"/>	<input type="checkbox"/>
h) Hybrid performances will not be needed after the pandemic	<input type="checkbox"/>	<input type="checkbox"/>
i) Lack of public interest	<input type="checkbox"/>	<input type="checkbox"/>
j) Other reasons _____	<input type="checkbox"/>	<input type="checkbox"/>

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## Section 6 Young audiences\* programming

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**21 Did you offer shows intended for young audiences before the pandemic?**

- Yes
- No → Go to question 23.

**22 During the pandemic, did you continue to offer shows to young audiences in the following spaces:**

	Yes	No
a) Outside venues and schools (e.g. parks, river banks, beaches, gardens or public squares)	<input type="checkbox"/>	<input type="checkbox"/>
b) On a digital platform for the education market	<input type="checkbox"/>	<input type="checkbox"/>
c) Online, open to all	<input type="checkbox"/>	<input type="checkbox"/>
d) In a teaching or cultural kit for teachers	<input type="checkbox"/>	<input type="checkbox"/>
e) In your usual venues when they were open	<input type="checkbox"/>	<input type="checkbox"/>
f) In schools with or without the help of the venues	<input type="checkbox"/>	<input type="checkbox"/>
g) Other spaces _____	<input type="checkbox"/>	<input type="checkbox"/>

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## Section 7 Seniors' programming

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**23 Has the pandemic given you the opportunity to develop new shows for seniors?**

- Yes
- No, we already had an offering for seniors
- No → Go to question 25.

**24 During the pandemic, did you offer shows to seniors in the following spaces:**

	Yes	No
a) In our usual venues when they reopened	<input type="checkbox"/>	<input type="checkbox"/>
b) In seniors' residences (e.g. long-term care centres (CHSLD) or private seniors' homes (RPA))	<input type="checkbox"/>	<input type="checkbox"/>
c) On outdoor sites near seniors' residences (e.g. parking lots, balconies, parks or gardens)	<input type="checkbox"/>	<input type="checkbox"/>
d) On a digital platform	<input type="checkbox"/>	<input type="checkbox"/>
e) Other spaces _____	<input type="checkbox"/>	<input type="checkbox"/>

## Section 8 Interdisciplinary\* practices

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

### 25 Did your organization adopt new interdisciplinary practices due to the pandemic?

- Yes
- We had existing interdisciplinary practices before the pandemic and did not adopt any new ones
- No

→ If you answered “Yes”, answer question 26. Otherwise, go to question 27.

### 26 What new interdisciplinary practices have you adopted?

	Yes	No
a) Paired two or more artistic disciplines together (e.g., theatre, dance, music, literature, visual arts, digital arts)	<input type="checkbox"/>	<input type="checkbox"/>
b) Paired an artistic practice with new techniques or new devices (e.g., audio, video, graphic, animation)	<input type="checkbox"/>	<input type="checkbox"/>
c) Developed a new scientific or experimental approach to the discipline (e.g., research, exploration, documentation of an approach, patent)	<input type="checkbox"/>	<input type="checkbox"/>
d) Other interdisciplinary practices _____	<input type="checkbox"/>	<input type="checkbox"/>

## Section 9 Your organization during the pandemic

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

### Structural changes\* within your organization

#### 27 Did you take advantage of the pandemic to make any of the following structural changes?

	Yes	No	Do not know
a) Established new artistic and/or organizational collaborations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Developed or reviewed strategies (e.g., strategic plan, action plan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Developed or reviewed internal policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Carried out building renovation, construction or remodeling projects (unrelated to pandemic restrictions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Relocated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Reviewed the business model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Upgraded equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Carried out administrative and/or organizational restructuring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Other structural changes _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ If you answered “Yes” to question 27A, answer question 28.

→ If you answered “Yes” to question 27H, answer question 29.

→ Otherwise, go to question 30.

#### 28 As a structural change, you established one or more new artistic and/or organizational collaborations. Which ones?

	Yes	No	Do not know
a) Shared creative, production or performance spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Shared resources (human, financial or material)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Co-created, co-produced or co-performed shows or activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Collaborated on promotional efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Established new partnerships with public organizations (municipal, provincial or federal government)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Established new international collaborations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Established new local or regional collaborations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Developed or hosted training programs, master classes or advanced training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Collaborated on information-sharing or advocacy efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Other types of collaborations _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ If you answered “Yes” to question 27H, answer question 29.

**29 You carried out one or more administrative and/or organizational restructuring efforts. Which of the following did that involve?**

	Yes	No	Do not know
a) Restructured internal staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Restructured internal roles and duties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Reviewed processes and administrative tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Implemented telework options not available before the pandemic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Introduced psychological counselling options not available before the pandemic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Modified governance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Implemented new management practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Modified service offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Merged organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Changed mission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Went out of business/closed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Other restructuring efforts _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 10 Digital tool upgrades

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

### 30 Did the pandemic context lead your organization to make one or more of the following upgrades?

	Yes	No	Do not know
a) Created a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Modified a website (content)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Added online transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Added or developed mobile apps*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Collected and processed new data, or digitized data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Developed digital expertise within the organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Developed web-based distribution of artistic works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Optimized web tools for promotion and marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Created new methods to engage with the public (e.g. communities or social media)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Other upgrades _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ If you answered “Yes” to question 30C, answer question 31. Otherwise, go to question 32.

→ If you answered “No” or “Do not know” to all of the answer choices in question 30, go to question 32.

### 31 You stated that your organization made digital upgrades to add online transactions. Which ones?

Check off all that apply.

- Box office
- Contracts
- Monetization solutions
- Sale of performances for online streaming
- Schedule and tour management
- Other digital upgrades \_\_\_\_\_

## Section 11 Recording of performances

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**32 Before the pandemic, did your organization record performing arts shows or activities to broadcast on television, or stream on a website or mobile app?**

Yes

No

**33 During the pandemic, did your organization record performing arts shows or activities?**

Yes

No → Go to question 36.

**34 Will your organization retain this new practice?**

Yes

No

Do not know

**35 During the pandemic, to what end did you record shows or activities?**

	Yes	No
a) For live broadcast only	<input type="checkbox"/>	<input type="checkbox"/>
b) For pre-recorded broadcast only	<input type="checkbox"/>	<input type="checkbox"/>
c) For live and pre-recorded broadcast	<input type="checkbox"/>	<input type="checkbox"/>
d) For our archives	<input type="checkbox"/>	<input type="checkbox"/>
e) For promotional purposes	<input type="checkbox"/>	<input type="checkbox"/>
f) For other purposes _____	<input type="checkbox"/>	<input type="checkbox"/>

## Section 12 Finances

→ The period of the pandemic covered by this survey is between March 13, 2020 and February 7, 2022.

**36 Before the pandemic, did your organization run financing activities (partnerships, patronage, fundraising)?**

- Yes  
 No

**37 During the pandemic, how many financing activities did you conduct (partnerships, patronage, fundraising)?**

- Fewer than before the pandemic  
 As often as before the pandemic  
 More than before the pandemic  
 No financing activities

**38 During the pandemic, did your organization use any of the following financing methods to save jobs or maintain activities?**

	Yes	No	Does not apply	Do not know
a) Investments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Reserve fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Loans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Special public grants, emergency funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Ticket refund donations*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Fundraising campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ If you answered “Yes” to question 38F, answer question 39. Otherwise, go to question 40.

**39 What type of fundraising campaign did your organization carry out during the pandemic?**

	Yes	No
a) Fundraiser posted on your organization’s website	<input type="checkbox"/>	<input type="checkbox"/>
b) Use of a crowdfunding* platform (e.g., GoFundMe, Kickstarter, La Ruche de Québec)	<input type="checkbox"/>	<input type="checkbox"/>
c) Fundraising activities (e.g., contest, auction, sale of a product or service)	<input type="checkbox"/>	<input type="checkbox"/>
d) Collection of donations during shows	<input type="checkbox"/>	<input type="checkbox"/>
e) Other types of fundraising campaigns	<input type="checkbox"/>	<input type="checkbox"/>
f) No fundraising campaign was carried out during the pandemic	<input type="checkbox"/>	<input type="checkbox"/>

## Section 13 Post pandemic

40 As of today, how long do you think it will take for the following aspects to return to their pre-March 2020 levels of activity?

	Already returned to normal	Less than six (6) months	Six (6) months to less than one (1) year	One (1) year to less than two (2) years	Two (2) years to less than five (5) years	Five (5) years or longer	Does not apply	Do not know
a) Creative, production and performance cycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Self-generated revenues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Attendance at venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Subscriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) New audience development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Business, creative, production or performance partnerships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Tours in Québec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Tours outside Québec	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section 14 Organization profile

### 41 What is your organization's primary performing arts discipline?

- Circus arts
- Multidisciplinary arts
- Music and song
- Dance
- Comedy and variety shows
- Multidisciplinary programming
- Literary or storytelling performances
- Theatre

### 42 Does your organization own facilities?

	Yes	No
a) Creative and production space	<input type="checkbox"/>	<input type="checkbox"/>
b) Performance halls	<input type="checkbox"/>	<input type="checkbox"/>
c) Administrative offices	<input type="checkbox"/>	<input type="checkbox"/>
d) Other facilities	<input type="checkbox"/>	<input type="checkbox"/>

### 43 How long has your organization been in operation?

- Less than one year
- 1 year to less than 5 years
- 5 years to less than 10 years
- 10 years to less than 20 years
- 20 years to less than 30 years
- 30 years or more

### 44 Before the pandemic, in what bracket were your organization's revenues (including sales revenue, government support and private support)?

- Less than \$100,000
- \$100,000 to less than \$250,000
- \$250,000 to less than \$500,000
- \$500,000 to less than \$1 million
- \$1 million to less than \$5 million
- \$5 million to less than \$10 million
- \$10 million or more
- Do not know
- Do not want to answer





